



TWITTER

25 tweets
2,498 profile visits
0 new followers

TAKE HOME MESSAGE

Our top tweet promoted Dylan Stern’s blog, “Transformations to be Proud of,” which was published in celebration of Pride Month. The tweet included relevant hashtags and handles, a graphic with a photo of Dylan, the title of his blog, and Pride Month colors.

Top Tweet earned 1,252 impressions

This **#PrideMonth**, Science Funding Program Manager **@HappyPure** authors a story of remarkable transformations. 📄

His **#newblog** reflects on studies funded by our Delta Science Program about the effects of the **#EchoWaterProject** + on his own transformation → rebrand.ly/pl9aiqf. pic.twitter.com/2XaSas06sU



It’s also worth noting that the communications team is actively pursuing Twitter’s gray checkmark program, a recently introduced feature that would verify our agency’s governmental role.

FEATURED CONTENT

- **Events:** Adaptive Management Forum day two, Council meeting
- **#DeltaScienceSpot:** Tulare Lake, Phytoplankton
- **Other:** Public comments wanted on the draft Delta Research Proposal Solicitation Notice, National Rivers Month, National Boating Day

INSTAGRAM

3 posts
6 stories
631 accounts reached
6 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach (256 users) was part of the Delta Science Spot series. The post dove into Tulare Lake, which has grown recently due to increased rainfall and snowmelt. After posting, the communications team shared one interactive story to promote this topic.

LINKEDIN

2 updates
137 page views
15 new followers



TAKE-HOME MESSAGE

Our top update announced Dylan Stern’s blog. The update earned 710 impressions, 35 likes, three reposts, and two comments. The communications team will continue to post people-centric content on LinkedIn – an important glimpse into our workplace culture – in addition to hiring announcements.

FACEBOOK

3 posts
7 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach (64 users) gave notice of our June 22 Council meeting. It highlighted the external partners who would present and promoted the panel on how wildfires impact and pose threats to the Sacramento-San Joaquin Delta. The post included a graphic and linked to the meeting notice.



WEBSITE

28,354 pageviews

1,000 users

Average time on page: 4 minutes, 43 seconds

Web pages updated this month included Council and Delta ISB meetings, as well as the events calendar, blog library, and scientific research solicitations.

Also updated this month was the Google Analytics program used to capture these metrics. Terms may appear slightly differently than they have in the past, but their meaning should remain. The take-home message for this month's web metrics is that the Council's web users visit web pages repeatedly and often.

POPULAR WEB PAGES THIS MONTH

Council Meetings

5,185 pageviews

99 users

Outgoing Correspondence

4,680 pageviews

16 users

News Releases

2,793 pageviews

15 users

VIEWERSHIP BY DEVICE

In a sampling of 1,000 users this month...

Desktop

81 % or 811 users

Mobile

18 % or 181 users

Tablet

1 % or 8 users

LISTSERV ANNOUNCEMENTS

7 listservs sent

31 % open rate

2 % click rate

0 new subscribers

This month's open rate has jumped from the twenties to the thirties and in the case of Dylan's blog announcement, the forties! The communications team will continue to strategize subject line terminology to build upon this success.

HIGHEST OPEN RATE

New Blog:

Transformations to be Proud of

46 % of recipients opened, or 1,101 subscribers

HIGHEST LINK CLICK RATE

New Blog:

Transformations to be Proud of

4 % of recipients clicked, or 102 subscribers



MEETING WEBCASTS

June 14 Delta ISB Meeting

Live views: 37

Archive views: 43

June 22 Council Meeting

Live views: 43

Archive views: 67

On average, Delta ISB meetings receive 49 archive views. On average, Council meetings receive 69 archive views.